

## Pam Sample

---

**From:** Pam Sample [pamrsample@gmail.com]  
**Sent:** Sunday, April 28, 2019 10:56 AM  
**To:** 'Larry@Lamberthotels.com'  
**Cc:** 'Vic Sample'  
**Subject:** Hotel Consideration Request  
**Attachments:** 2010 Townsend plus 30 minutes.pdf; Broadwater County 2012.pdf; Traffic Count North of Townsend.pdf; 2017 ATR station W-101 North Townsend.pdf

Dear Mr. Lambert,

My name is Pam Sample and I am a Board member of Missouri Valley Marketing (MVM), an organization in Townsend formed to promote and enhance business awareness and local businesses and organizations in the area, including and not limited, to tourism for the good of the entire Missouri Valley.

I recently attended the Southwest Montana meeting in Anaconda and briefly spoke with Becky Henne, Director of Operations for Lambert Hotel and she kindly provided me with your contact information. One of the key elements missing in Townsend is a place people would choose to stay overnight. MVM was recently awarded a grant to identify and create a branding for Broadwater County and one of the first steps was to distribute a survey. This survey also identified the lack of lodging in Townsend as one of the top negatives to our community.

We are centrally located between Bozeman, Helena and Butte. We have year-round recreational activities—rafting on the Missouri River, fishing, ice fishing and boating on Canyon Ferry Lake, (which is one of the busiest lakes in Montana) including bird wetlands for bird watchers, plus hunting, hiking, rock climbing, biking, and two new breweries to open soon. The Townsend Fall Fest ([www.townsendmtfallfest.com](http://www.townsendmtfallfest.com)), which is the first weekend of October, attracts approximately 10,000 people. And there is so much more, but since there is a lack of good lodging, people leave at the end of the day.

The Executive Director at the Montana Business Assistance Connection (MBAC) [www.mbac.biz](http://www.mbac.biz), advised “.... the issue we have is that Montana does not have building permits in counties so our growth numbers are good when we complete a census, then tend to get out of whack over the next 10 years. Broadwater County is the one area that sees the most discrepancy that we are aware of. So we tend to not utilize the ESRI and REMI projection data after about 5 years. Their algorithm’s predict that workers do not drive more than 20-25 miles to go to work. So they do not predict that people in Townsend will drive to Helena, or people in Wheatland will drive to Bozeman. So the growth numbers are skewed to high growth during census years, showing that we are first or second in the state percentage growth, then the projects decline over the next 10 years.”

He also provided me with the traffic count information and I have attached the 2017 station W-101 data and then the month by month data at that site for the past 2 years. This shows the daily traffic that goes past Whitehorse Road on Hwy 287 north of Townsend. It shows a steady increase in traffic since 2001. The new Toston bridge, which they just started work on this month, will also stimulate additional traffic going through the corridor.

If you are thinking about expanding and building please consider Townsend. If you are interested, an active member of the MVM Board (our current President) is a local realtor familiar with the area. If you have any questions, comments please feel free to call me. Thank you!

Pam Sample  
406-422-7028  
[pamrsample@gmail.com](mailto:pamrsample@gmail.com)  
53 Baldy View Lane  
Townsend, MT 59644

